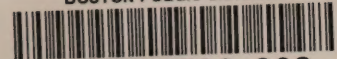


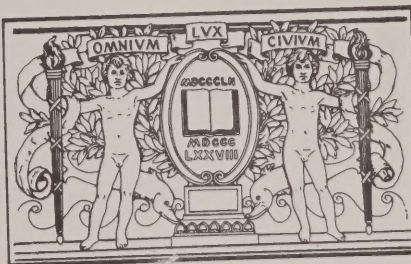
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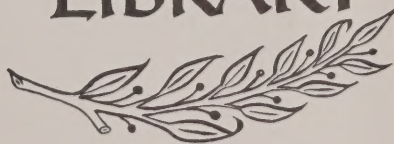
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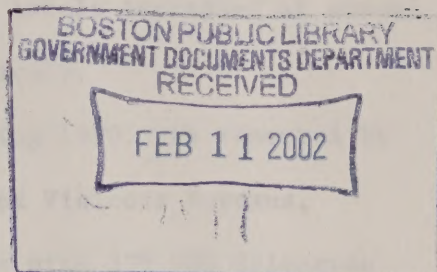
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## VISITORS AND TOURISTS TO BOSTON, 1978-1980

Gregory W. Perkins

Boston Redevelopment Authority  
Research Department

October 1981

Kevin H. White, Mayor  
City of BostonRobert J. Ryan, Director  
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## VISITORS AND TOURISTS TO BOSTON, 1978-1980

Both the number of tourists to Boston and the amount of visitors to Boston's principal events and attractions continued to rise through 1980 after the slump which followed the 1976 Bicentennial year. In 1980, total visitors to major events, eight million strong, set an all-time high for the second consecutive year as the John F. Kennedy Library and Museum opened and Boston's 350th anniversary was celebrated. (Tables VI-13 and VI-14.) The total number of tourists rose to 5.5 million in 1980, almost reaching record 1975-76 levels. (Table VI-16.) Over the decade of the 1970s the visitors and tourists totals increased at annual averages of 8 percent and 6.6 percent respectively.

Convention trade prospered in Boston during 1980. As reported by the International Association of Convention and Visitors Bureaus, greater Boston was the site of 353 conventions with 336,000 delegates who generated \$95 million in expenditures. (Table VIII-20.) Boston ranked third of all northeastern cities in both the number of conventions and expenditures and ranked fourth in total attendance behind New York, Washington, and Philadelphia. The number of conventions and attendance figures were record high marks for the Boston convention industry ranging 30 to 35 percent greater than 1966-1978 figures. Average attendance per convention, 951, was lower than past trends indicating the prevalence of smaller events.

Boston hotel occupancy rates were down slightly in 1980 after the higher rates posted from 1977 through 1979. Room sales to tourists slackened in 1980 although remaining well above pre-1978 levels and above the national mark. Because of hotel price increases and greater



per capita tourist expenditures (up eleven percent nationally from 1979) the economic benefits of tourist trade to the Boston economy continued to grow.

Two scenarios of future visitor and tourist hotel demand are presented (Table VI-17) here as a further refinement of planning projections from the March 1979 Hotel Study (BRA Research Department). One alternative assumes that Boston is able to build a greater supply of moderate-priced hotels and will attract eighteen percent of regional tourist lodging demand. A new option assumes that the current thirteen percent hotel capture rate of tourist trade will remain constant in the 1980-1990 period.

Some preliminary 1981 tourist information is available. Presently 1981 tourism is off from 1980 due to a sluggish economy and several other factors, but this seems to be more of a temporary lull similar to the post-1976 celebration year. Articles from the Boston Globe and New England Lodging and Food Service News cover the subjects of 1981 tourism and hotel trade. Looking at the longer-run projections, Boston's hotel and tourism industry will continue to progress in the 1980s.

Table VI-13 Update

## VISITORS TO BOSTON'S PRINCIPAL HISTORIC AND CULTURAL ATTRACTIONS

		<u>1980</u>	<u>1979</u>	<u>1978</u>	<u>1977</u>
I.	Principal Attractions	4,070,102	3,973,381	4,029,130	3,732,625
II.	Newer Attractions	1,708,892	1,304,523	944,084	818,994
III.	Other Attractions	2,286,957	2,131,747	1,987,070	1,887,858
IV.	Total Visitors	8,065,951	7,409,651	6,960,284	6,439,477

Source: New England Aquarium Community Relations Department  
Administrators of various events and exhibits. BRA  
Research Department.

Note: The three categories of historic and cultural attractions  
include the following:

Principal Attractions-Children's Museum, Boston  
Zoological Society (formerly the Children's Zoo),  
Gardner Museum, Museum of Fine Arts, Museum of Science,  
New England Aquarium, Prudential Skywalk, U.S.S.  
Constitution (Ship).

Newer Attractions-Boston Tea Party Ship and Museum, City  
Hall Visitors Center (Estimate), Hancock Observatory,  
Institute of Contemporary Art, John F. Kennedy Library  
and Museum, Museum of Fine Arts, Faneuil Hall Branch,  
U.S.S. Constitution (Museum), and "Where's Boston" Movie.

Other Attractions-Boston Common Information Center,  
Bunker Hill Monument, Faneuil Hall, First Church of  
Christ Scientist and Mapparium, King's Chapel, Museum of  
Transportation, Old South Meeting House, Park Street  
Church, Paul Revere House, State House, Visitor  
Information Line, and "Whites' of Their Eyes" Exhibit.

All attendance figures were exact or rounded totals from the  
above sources except for "Other Attractions" which were  
estimated for 1979 and 1980 based upon 1970-1978 trend.



Table VI-14 Update

ANNUAL RATES OF GROWTH IN VISITORS TO  
BOSTON'S PRINCIPAL HISTORIC AND CULTURAL ATTRACTIONS  
(In percent)

1970-1975	+ 5.3
1975-1976	+12.6
1976-1977	-10.3
1977-1978	+ 8.1
1978-1979	+ 6.5
1979-1980	+ 8.9
1970-1980	+ 8.0

Source: Table VI-13 and Table VI-13 Update



Table VI-16 Update

ROOM SALES TO TOURISTS AND  
ESTIMATED NUMBER OF TOURISTS TO BOSTON

	<u>Room Sales To Tourists</u>	<u>No. of Tourists Staying In Hotels</u>	<u>Total Number of Tourists</u>	<u>Percent of Tourists Staying In Hotels</u>
1970	298,412	465,523	2,903,000	16%
1973	-	-	3,400,000	-
1974	-	-	3,000,000	-
1975	-	-	5,600,000	-
1976	-	-	5,700,000	-
1977	399,383	623,037	4,800,000	13%
1978	428,400	668,304	5,100,000	13%
1979	438,117	683,463	5,300,000	13%
1980	424,827	662,730	5,500,000	12%
1985*	882,747	1,377,085	7,650,000	18%
1990*	1,100,063	1,716,098	9,533,879	18%

Annual Rates of Growth  
(In percent)

1970-1975	14.0%
1975-1976	1.8
1976-1977	-15.8
1977-1978	6.3
1978-1979	3.9
1979-1980	3.8
1975-1980	- 0.4
1970-1980	6.6
1980-1985	6.8
1985-1990	4.5
1980-1990	5.6%

- Sources and Methods - Total Number of Tourists estimated by Greater Boston Convention and Tourist Bureau
- Room Sales to Tourists from hotel study based upon total City hotel room sales, occupancy rates, and 20 percent tourist room sales capture rate.
  - Number of Tourists Staying in Hotels assumes 1.56 persons per room from hotel study.
  - Percent of Tourists Staying in Hotels derived from above data.
  - Projections from BRA Research Department.

Table VI-17 Update

## PROJECTED INCREASE IN TOURIST DEMAND FOR HOTEL ROOMS

The following projection of Tourist Visitor Hotel Room Demand (Scenario II) corresponds to the previous Table VI-17 in Hotel Study but also provides an alternative projection (Scenario I) based upon no rise in the City capture rate of tourist lodging demand.

The capture rate in the Metropolitan Center scenario assumes that Boston will be able to build moderate priced hotels and will therefore attract 18 percent of the regional tourist lodging demand (Scenario II). Currently, Boston houses 13 percent of the region's tourists and the City Center scenario assumes this rate will remain constant over the ten-year period (Scenario I).

Tourist Visitor Hotel Room Demand  
Scenarios I and II

	Class A		Class B		Class C		Total	
	I	II	I	II	I	II	I	II
Current Deficit	56	224	63	254	31	127	150	605
1985	419	579	355	489	158	219	932	1,287
1990	339	468	204	281	74	102	617	851
Total	814	1,271	622	1,024	263	448	1,699	2,743

Source: Central Boston Development Guidelines, BRA draft report, 1981.



Table VIII-20 Update

**CONVENTION SPENDING IN THE EAST: 1980**

City	Number of delegates	Total Expenditures (\$000)	Number of Conventions	Average stay (nights)	Average Daily Delegate Spending	Total Delegate Spending
BOSTON	336,000	\$95,000	353	4.2	—	\$389
HARTFORD	58,000	16,200	113	—	—	—
NEW YORK	4,380,000	814,600	921	4.2	\$ 81.85	\$346.48
PHILADELPHIA	360,000	91,600	340	3.8	—	\$275
PROVIDENCE	33,048	4,200	104	—	—	—
WASHINGTON	755,000	305,000	845	4.1	\$100	—
US*	40,900	11,400,000	87,138	—	—	—

\*Including corporate meetings, many of which are not booked by bureaus, total U.S. meeting business may approach \$20 billion a year, estimates Meetings & Conventions Magazine.

Source: Lodging and Food-Service News, September 12, 1981, p.3 from the International Association of Convention and Visitors Bureaus.

# Conventions bring big money to East

BOSTON — Conventions and meetings brought more than \$1.3 billion to six East Coast cities in 1980, according to a survey by L&F-SN.

Boston, Hartford, New York, Philadelphia, Providence, and Washington, D.C. saw \$1,316,600 in convention and meeting expenditures last year.

This year, convention and visitor bureaus in the U.S. are expected to spend \$125.7 million to draw conventions and visitors to their cities, says a survey just completed this summer by the International Association of Convention & Visitor Bureaus (IACVB).

Announcing the results of the its 1981 bureau funding survey at the group's 68th annual convention in Minneapolis, President William F. Snyder said that the total annual budgets of bureaus surveyed for both 1980 and 1981 rose 9.2 percent over the prior year's figure.

Room tax revenues continued to

be the greatest percentage of total bureau income at 62.8 percent. Members responding to the 1981 survey reported receipt of \$78,670,000 in room tax dollars. More than half of the bureaus were in cities with a room tax of five percent or higher.

A survey last year by the U.S. Travel Data Center for IACVB placed average expenditure per delegate at conventions in the Northeast at \$278.02 or \$72.50 per delegate day.

Convention and meeting business brought \$401 million into Atlanta last year, and in Manhattan, New York Convention and Visitors Bureau President Charles Gillett estimates convention and exposition business "probably accounts for a good 35 to 40 percent of the city's total visitor income."

The new head of the New York City Convention & Exposition Center, Jerry Lowery, predicts the facility, now under construction, will revitalize "this part of Manhattan" in much the same way Lincoln Center revitalized the Upper West Side neighborhood.

Despite higher costs and rising air fares, people are still attending meetings and conventions. "If they can get their work done in two days instead of three, they'll do it," however, says Gerald Sanderson, director of the Chicago bureau. Because of the economics, some cities are looking into ways to cut cost. For example, Dallas' transit system has a reduced hourly rate for convention shuttles and the city is keeping the cost or renting its convention center down.

The future looks, bright bureaus report. New York's new structure, which will be the "largest of its type in the Western Hemisphere" according to Lowery, has begun booking for the period from 1984 when it opens, through 1990. "We already have 225 events booked or 40 percent of the total available," he said.

Philadelphia is said to be considering a new convention center, and by 1983, thanks to a spurt in hotel construction, will have 3,725 committable rooms in the center city. Washington is also anticipating the opening of a new convention center next fall (1982) — an event expected to increase delegates by one-third.

In Hartford, Conn. future bookings, estimated at \$26 million — plus, were up \$6 million this year from a year ago, a spokesman told L&F-SN.

Similarly, the Providence bureau's Arlene Lavigne, executive director, expects to book \$7 million in future conventions and meetings this year, compared to \$6.4 million in 1980s advance bookings. Providence is targeting its marketing to smaller national and regional meetings and to the burgeoning motor coach market, she said.

—S.H.



# Tourism spending up 11% in U.S. in '80

WASHINGTON — A new report on the economic impact of the travel industry in the U.S. places tourism expenditures last year at \$157 billion, up 11 percent from 1979.

Travel and tourism dollars represented more than the sales of all but two major retail industries in this country, said the report by the U.S. Travel Data Center here.

In "The 1980-81 Economic Review of Travel in America," the Travel Data Center noted that on an average day in 1980 an estimated 12 million Americans were traveling away from home, a number larger than the population of 47 of the 50 states.

The study, intended as an annual report on the industry, observed that travel declined by 15.7 percent last year. The drop was attributed to the economic recession in the first half of 1980, the President's economic restrictions program and soaring gasoline prices and air fares.

Business and convention travel was affected to a greater degree than vacation travel, dropping 13 percent from 1979 levels. Vacation-related travel was off only 7.3 percent. Statistics showed practically no change in the number of vacation nights away from home in 1980, despite a significant reduction in the number of trips. "Consumers tried to minimize the impact of soaring transportation costs by taking fewer trips and by staying longer at their destinations in 1980," said the report.

Business travelers, however, actually cut back their nights away from home more than their trips, as they curtailed travel to distant places.

Last year, the report observed, travel payroll income generated \$34.4 billion and travel was

responsible for 4.5 million jobs. Travelers generated \$8.6 billion in federal tax revenues in 1980; \$5.9 billion in state tax revenues; and \$1.9 billion in local tax dollars. In other words, said the report, travel was responsible for generating 4.3 percent of total tax revenues for all U.S. governments.

Although travel's diversity as an industry tends to obscure its role in the economy, the industry, the report stressed, is "a major sector of the U.S. economy."

Travel spending in the U.S. accounted for \$157 billion last year, the Center said. Americans were responsible for 94 percent of that spending, but foreign expenditures grew twice as fast last year.

Because of the industry's heavy reliance on petroleum fuels, travel price inflation has been substantial in recent years, said the Center. In 1980, travel prices rose 21 percent, the biggest advance in the 12 years for which TDC has complete data.

Looking at the components of its Travel Price Index, the Center said that, had gasoline prices stayed stable in the past decade, the index would be up less than 90 percent for the period, a slower increase than the change in the Consumer Price Index. Since '72, travel prices have risen 130 percent for a compound annual rate of 11 percent — 25 percent faster than the rise in the CPI for the same period.

Fortunately, however, said the Center, relief is in sight. A glut of crude oil supplies in world market this year is expected to help keep prices stable. "Consequently, a rosier forecast for travel prices in 1981 seems realistic."

The Center projects travel prices will rise only 14 percent in 1981, an advance contributed to heavily by a projected 30 percent increase in airline fares. Food and lodging prices should go up only 9 percent and 12 percent respectively.

Noting that travel demand "rises slowly when travel prices soar," TDC urged the industry to evaluate pricing policies and to look to innovative ways to keep costs from rising.

In another section of the report, TDC said last year the number of

foreign visitors to the U.S. topped 22 million, up nearly 11 percent from 1979. Canada accounted for more than 50 percent of all visitors, but Mexico and Venezuela posted the highest growth rates (24.5 percent and 26.4 percent).

Expenditures by such visitors soared 21 percent in 1980. Although Mexicans comprised only 14 percent of the U.S.'s foreign guests, they spent \$2,554,000,000, up a whopping 36.7 percent from 1979 levels, according to the report.

The Center pointed out that U.S. travel and tourism receipts have grown at a compound annual rate which is a full percentage point below world receipts since 1972, however, and since '77 has garnered only 13 percent of total travel/tourism earnings.

The U.S., said the report, "would do well to realize that we may continue to lose our share of the world travel market" if we do not accept the necessity of promoting inbound travel and tourism.

In conclusion, the study noted that government disregard of travel as a major industry could "worsen our balance of payments and choke off the growing flow of international visitors."

From: Lodging and Food-Service News,  
Sept. 12, 1981,  
p.1.



# Hub hotels blame occupancy declines on inflation

BOSTON — Inflation was the chief culprit in a continued decline in occupancy rates in the first six months of 1981, say industry observers and hotelmen here.

"It's tough economic times. People are finding the necessities of life come first in their minds. People have to eat, sleep and be housed, and they have less money to spend. One of the things they are cutting back on is travel," said Jerome P. Solomon, partner in charge of the Boston office of Pannell Kerr Forster, an accounting firm, which issues monthly reports on Hub occupancy levels and trends.

Occupancy declined in June to 83.6 per cent from 85.9 percent a year earlier. For the first six months of 1981, occupancy declined from 73 percent in 1980 to 70.2 percent this year.

The six month occupancy decline is a cause for concern according to Solomon, because the rate has been dropping since 1979.

"Obviously, if talking about a three percent decrease this not a substantial number. However, occupancy has been going down, and all these new rooms are coming on board." Approximately 4,000 new hotel rooms will be added to the Boston market by 1984.

Peter Van Kleeck, executive vice president and director of operations for Hotels of Tradition, which owns Boston Park Plaza, The Lenox, and the Copley Square hotels, said that during the first half of 1981, occupancy rates at the three properties had remained about even. However, room sales increased in that

period. "The main occupancy decline is a cause for concern according to Solomon, because the rate has been dropping since 1979.

"Obviously, if talking about a three percent decrease this not a substantial number. However, occupancy has been going down, and all these new rooms are coming on board." Approximately 4,000 new hotel rooms will be added to the Boston market by 1984.

Peter Van Kleeck, executive vice president and director of operations for Hotels of Tradition, which owns Boston Park Plaza, The Lenox, and the Copley Square hotels, said that during the first half of 1981, occupancy rates at the three properties had remained about even. However, room sales increased in that period, due primarily to an increase in the daily room rate, Van Kleeck said.

City room sales rose 15.7 percent during the first six months of 1981, while the average daily room rate jumped 22.4 percent, to \$58.01.

"Inflation of the average rate has compensated in the few months where occupancy has been down. We plan our rate increases quite far in advance and tie it to our operating costs," Van Kleeck said.

Revenue also increased at the Sheraton-Boston, according to manager Bill Hurley. "We were down just a touch, but revenue is up as a result of rate increases."

The Hyatt Regency in Cambridge was not as fortunate, according to Sandra McCabe, assistant director of sales at the 478 room hotel. Revenue decreased because the hotel was not able to raise rates on June 1, according to McCabe. Occupancy has remained steady.

Inflation, once again, was the main reason for the revenue decrease. "Groups are falling off.

Corporations are not sending three men any more."

"There are definite concerns in the rate average (\$80 at the Hyatt). Associations that typically meet in Boston can go to another city." Another rate

increase would have been "more than the market could bear," McCabe said.

A stronger fall season is hard to predict, according to Solomon, although both Hurley and Van

Kleeck voiced optimism.

"I don't think there are a lot of people extremely optimistic on business this fall. They're trying to offset the rest of the year," Solomon said.

However, Van Kleeck said Hotels of Tradition's Fall occupancy is "looking great. Our projections look very strong. Specifically how we'll do is yet to be seen."

—J.R.



By Tom Ashbrook  
Globe Correspondent

# Boston's tourism: A flat 1981 season

**Y**ou're only 350 years old once, Boston's tourist industry is learning. Boston's Jubilee 350 celebration brought home a banner year for the local tourist industry in 1980, when 5.7 million visitors poured into the city, leaving smiles all around on the faces of those tied to the tourist trade.

This year, the smiles are not so wide. Tourist figures that soared across-the-board last year have seen spotty growth and, in some cases, declines.

Statewide, reports the Massachusetts Commerce Department tourism division, the year has been a good one for the tourist industry — stronger than last year's record year and headed for 2 percent growth overall.

At Tanglewood, summer concert attendance boomed. Jacob's Pillow in Lee, the site of a summertime dance festival, reported an alltime high. The Cape Cod National Seashore reported a 9 percent increase over last year's visitor figures, and a survey of 26 state museums showed attendance up a respectable 7 percent.

But the statewide picture was not uniformly bright. Attendance at Massachusetts parks was off 1 percent from 1980 at the end of July, according to the National Park Service.

And, in the Boston area, a no-growth year and even declines are being reported. A hard-hitting combination of baseball and PATCO strikes, an unsettled economy, a strong dollar discouraging foreign tourists and "celebration backlash" following the hoopla of the Jubilee has taken its toll on the industry, observers said during a series of interviews.

Boston hotel occupancy in June was down 2.7 percent from last year, according to figures from Panell Kerr Forster, an accounting firm that follows the industry. Occupancy for the year was off 3.8 percent through June and slightly off again in July.

Domestic arrivals at Logan International Airport showed no growth for the year through July. No figures are yet available that reflect the precise effect of the PATCO strike on Logan arrivals.

Foreign arrivals at Logan were down 2

percent for the year through July, with losses of 9 percent and 6 percent in two crucial summer tourist months, June and July respectively.

Other areas showed uneven performance. The National Park Service reported increases in the number of tourists pounding the Freedom Trail, but Gray Line Inc., operators of the Boston area's biggest tour bus line, reports their trade is a hefty 20 percent off for the year, with no letup in the slump even during the normally booming summer months.

The USS Constitution, considered by many to be a benchmark attraction for the tourist trade, was down 29 percent in June, up 2 percent in July and up 7 percent in August.

The Boston Tea Party ship and museum reported its attendance was off 8 percent from last year. The New England Aquarium was off 2.5 percent, the Prudential Skywalk off 10 percent for the year and the John Hancock Observatory reported its best month of the year was August, when visitor figures were down a dismal 8 percent from the same month last year.

"Last year was a phenomenal year for tourism and we had hoped to build from there," said the Hancock Observatory's promotion coordinator, Laurie Stelg. "That obviously, is not happening."

In its August report on the Massachusetts unemployment rate, the Division of Employment Security laid part of the blame for a jump in unemployment figures on the season's lackluster tourist trade.

At the Sheraton Boston, director of Marketing Bill Weld reported the hotel has had to drastically reappraise its anticipated tour group trade for the year after a sluggish summer of cancellations and no shows.

After expectations of a near-doubling of last year's figures, said Weld, the hotel is

actually just holding even with 1980 tour group figures.

At the Cape Cod Chamber of Commerce executive secretary Michael Frucci calls the season's trade "pretty good," but dizzily mercurial.

Motel and cottage occupancy has, in some weeks, been extraordinarily good

says Frucci. Between July 8 and Aug. 15, occupancy on the Cape averaged more than 95 percent.

Other periods, he says, have ranged from "terrible" to "horrible." Labor Day weekend and the two weeks preceding it fell jarringly into those categories. For the first time in nearly 20 years, August's tourist trade on the Cape did not top July's.

"It's been a mixed bag," says Robert Cumings, president of the Greater Boston Convention and Tourist Bureau. "For the most part, business was off slightly."

Rising prices have kept revenues on a par with last year's, said Cumings, but the growth that businesses in the industry antici-





# Boston's tourist trade: A flat season in 1981

ate is nowhere in sight.

"The concern they have is, when is this lull going to end? There's some trepidation about how it will affect the autumn season."

The area is not alone in its tourism blues. According to the National Park Service, its eight-state Northeastern Region visitor figures were off 9 percent for the year through July — substantially more than the 1 percent drop in Massachusetts.

But that news is slim consolation to businesses feeling the slowdown.

Most observers point to a weak economy and continuing inflation as the major drag on growth.

Looking ahead to the upcoming fall tourism season, operators' hopes have been buoyed by predic-

tions of an unusually beautiful foliage display this year.

But even that news has a bitter-sweet edge. This autumn's foliage may be unusually striking, but the summer's dry weather will also bring the color change earlier this year than most, prompting fears that the season may come and go

before some would-be tourists realize it has arrived.

The state's division of tourism predicts that the fall's foliage will, in many areas, reach its viewing prime in the last week of September and the first week of October, rather than the first two weeks of October.



# Occupancy decline in May smallest in 18 months

PHILADELPHIA — U.S. hotel-motel occupancy dropped to 71 percent in May, down 0.8 percent from the 1980 month, said Laven-thol & Horwath, the international accounting firm here.

The decline was the smallest in more than 18 months, but was, L&H said, "more a reflection of the low occupancy levels reported in May, 1980, than of an improved economic climate this year."

Total sales in May rose 10.1 percent, due largely to higher room rates. Room sales per occupied room were \$44.58, said L&H, up 10.2 percent from the year-ago period, but only 0.2 percent higher than in April, 1981. Food and beverage sales advanced 10.4 percent, also due to higher prices, since the average receipt per cover rose by 9.8 percent.

During May, properties in the West and Southeast and those located on the highway and in resort areas actually reported occupancy gains, noted L&H. Center city properties and those in the North Central region experienced declines. This, said the accounting firm, illustrates how the mix of higher than average economic activity in the Sunbelt states combined with a steady level of tourist demand helped to support the lodging industry during the month.

For the first five months of 1981, occupancy has dropped 3.4 percent with most of the decline coming in February and March. "As the industry moves into the summer," L&H said, "there are several factors that appear less troublesome than in the past. Fuel is plentiful and prices are actually dropping in some areas. Increases in air fares and room rates have moderated. The Reagan Administration is having considerable success with pushing for tax cuts and incentives for investment, both of which can anticipate occupancies to remain only slightly below or equal to those reported last year."

In May, seasonally adjusted occupancy for the total U.S. was 67.1 percent, off 3.3 percent from a year ago. Rental levels ranged from a high of 72.3 percent in the Southeast to a low of 57.5 percent in the North Central region. Northeast occupancy in May averaged 69.4 percent, down 4.1 percent from May, 1980.

Airport locations reported the

highest May occupancy at 71.7 percent, down 4.4 percent from the year before, while resort and suburban properties were next with occupancies of 69.7 percent (down 6 percent) and 68.1 percent (down 1.4 percent) respectively. Last were center city hotels at 66.8 percent (down 4.6 percent) and highway units, 64.4 percent (down 1.6 percent).

In the Northeast in May, food and beverage sales per occupied room were \$32.73, the highest for any region.

Looking ahead to July through September, L&H projected occupancy in the 69 to 71 percent range in July, compared to 72.1 percent in the 1980 month; 71 to 73 percent in August, against 74.9 percent; and 66 to 68 percent in September, compared to 67.8 percent a year ago.

From: Lodging and Food Service News,  
September 12, 1981, p.9

